

ABSTRACT OF THE DISCLOSURE

The reflective display device of the invention includes: a display layer; an optical element placed on an observer side of the display layer; and a reflection element placed on a side of the display layer opposite to the observer side. The optical element has a principal plane including a plurality of tilt faces tilted with respect to the display plane. Light incident on the display layer through the optical element and reflected by the reflection element is allowed to outgo in a direction roughly normal to the display plane.